



Specialized Aerial Events, Team Building, Marketing and Promotions

Bonita, CA
619-247-4525

www.skydivinginnovations.com
rlee@skydivinginnovations.com

Skydiving Innovations Bowl Game Performances

Who We Are:

Skydiving Innovations (www.skydivinginnovations.com) is a California-based aerial and ground entertainment company providing completely customized **safe, thrilling and inspiring** Skydiving Shows, VIP Tandem Skydiving Adventures and more. We have executed more than 500 aviation events and programs in our 35 year history, and remain incident/ accident/claim-free in all years of operation.

Our Team:

Every Skydiving Innovations performer, Tandem Master, wingsuit pilot, canopy pilot and exhibition skydiver is a current member of the US Parachute Association ("USPA"), and holds a USPA Professional Demonstration Skydiver ("PRO") rating. Our team members are all professional demonstration skydivers, not "weekend jumpers". Most of our members are former members of various US military exhibition parachute teams, and many are Navy SEALs and SWCCs who served on the US Navy Parachute Team, the Leap Frogs. Every performer is an expert at jumping into stadiums and small landing areas. Skydiving Innovations is based in Bonita, California and is owned and operated by Ron and Todd Lee.



Our Notables & Accomplishments:

- We hold the record for the largest demonstration jump in any US metropolitan city: 100 skydivers over San Francisco for a T-Mobile product introduction.
https://www.youtube.com/watch?v=TC3_1a-2LFQ&t=98s
- We are the exclusive provider of skydiving entertainment for the USS Midway Museum in San Diego, California. We have performed 68 skydiving shows on to the aircraft carrier. Sample Performance: <https://www.youtube.com/watch?v=ci6tzErF-kE>
- We are the exclusive provider of skydiving entertainment for the Hotel del Coronado. Sample Performance of Live-Streamed Show: <https://www.youtube.com/watch?v=Brpbd8Bk0Kg>
- We are incident/accident/claim free in all 35 years of operation.
- We have four Safety & Training Advisors on our staff, and a combined 150,000+ jumps between all performers.



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Skydiving Innovations 2021 Bowl Game Performances

Summary:

Skydiving Innovations proposes to perform a thrilling, customized professional skydiving show to kick off upcoming 2021-2022 season Bowl Games and provide opportunities for Draft Kings to generate additional market penetration.

Who:

Formed in 1986, the company name speaks to its culture and purpose – innovation. Skydiving Innovations is so much more than a professional skydiving entertainment company – we're a branding, activation and performance think-tank. Clients take advantage of our more than 35 years crafting the most effective, memorable and meaningful branding and promotion outcomes.



The What and Why: Thrilling Live-streamed Content

Connecting Brands with Audiences: Skydiving Innovations connects spectators with Client brands through thrilling *live-streamed* skydiving performances delivered to their social media properties. We put our Client's audiences "in the aircraft and on the jump with us", in real-time. This scripted live aerial content can be wrapped with Client brand messaging, special offers, incentives and contest elements, and is delivered to screens at the event and to the Client's social media channels.

The How:

We craft a thrilling and inspirational skydiving show designed for the audience our Client wants to reach. One or more of our professionally-rated demonstration skydivers wears our proprietary HD video & audio transmitter connected to his helmet-mounted camera. With this, our articulate skydiver/ brand ambassador can engage with and talk to the live audience while streaming full high-definition video and audio to our redundant ground station receivers (and to screens and monitors in the stadium or venue). There, with our technology, it is augmented with Client-specific messaging, branding, contesting and more - then, instantly encoded and posted to our Client's chosen social media channels and websites – live.



Live Video System

The Where and When:

At any highly-attended public event – including Bowl, MLB and NFL games, parades and NASCAR events.

The Difference:

Traditional skydiving shows encompass a “jump, land, wave and say goodbye” mentality. Five quick minutes of pre-event entertainment with no residual value.

OUR performances are engineered to create specific lasting impressions, and to deliberately connect Client brands and digital channels with their desired audience.

Our Skydiving Shows Can Be Monetized:

Venues and events can sell or provide our performances to existing sponsors, or prospective sponsors or advertisers whose needs are not met by the Client’s current sponsorship offerings. This provides the venues and events with an additional revenue channel. For large-scale sponsors or advertisers who may be on the fence about committing to a large deal, venues can add our program to the package to entice them to commit. With the proper scale, the cost of our performance package is minimal by comparison.

What We Provide:

Just about everything. Professional team, (jumpers, pilots, ground crew, technicians), video cameras, transmitters, receivers, encoders, jump aircraft, pilot, fuel, airfare, lodging, ground transportation and \$5M public liability/property damage insurance. Clients can provide their company flags for us to jump, or our flag department can manufacture them if needed. Our performers are always available for post-jump media efforts and interviews.

Show Charges:

Program charges start at \$19,500 for a complete three-jumper show. Includes everything in “What We Provide” and jumping of any of our in-stock National, State or brand flags. We can jump with any appropriately-sized and constructed Client- flags at no extra charge. Additional charge applies only if we manufacture any Client flag or banner, or for performances incorporating more than three skydivers. We can provide up to 100 skydivers and 15 live video systems for any performance.

Contact:

Ron Lee, CEO

Skydiving Innovations

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www.youtube.com/skydivinginnovations

